



Case Report

1	Case Number	0459/10
2	Advertiser	Solomons Flooring
3	Product	House goods/services
4	Type of Advertisement / media	TV
5	Date of Determination	10/11/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

A female voice over says "One thing about kids - they love to party" and we see a room full of people, shot from the knees down.

The carpet is shown to be strewn with balloons, crisps, streamers and wine bottles.

We then see a young woman vacuuming the carpet whilst another young woman lies on a sofa. The voice over says that with Solomon's party proof carpets all you need is a quick vacuuming and 'not even the parents will know'.

The final text on screen reads, "Party Proof. Exclusive to Solomon's Flooring."

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Depicts under age drinking at a party, with a bottle of wine lying on the carpet and young people recovering from hangovers the next day.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

The ad was shot with 18+ year old talent.

The ad depicts a young person's party - all over the legal age limit.

The young person sleeping the next morning is actually over 18 years old. Anyway, why would there be an assumption she is suffering from a hangover! Young people stay up late - she is probably still tired from a late night!

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern that the advertisement depicts underage drinking.

The Board reviewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted that the advertisement features a party scene which highlights the potential damage caused to a carpet by spilled drinks and food, with an accompanying voiceover which states, “One thing about kids – they love to party.”

The Board noted the advertiser’s response that all the actors used were over 18 years old.

The Board noted that the party scene was shot from the knees downwards, as the focus was on the carpet, and that the faces of the party goers and their ages were not visible. The Board noted that when we see two of the party goers at the end of the advertisement, one of them is lying on the sofa whilst the other one vacuums the carpet.

The Board considered that no alcohol was shown being consumed during the advertisement, and the girl lying on the sofa could have been tired after a late night: there was no suggestion she was hung-over.

The Board noted the reference to “kids” in the voiceover; however the Board considered that this reference is used by parents to describe their adult children as well as younger children.

The Board considered that the depictions of young people did not suggest underage drinking nor did the concept of people at a party in this advertisement suggest excessive alcohol consumption.

Based on the above, the Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety and did not breach section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.